

Message Text

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INFO OCT-01 EA-09 ISO-00 EB-07 AGRE-00 CIAE-00 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /047 R

DRAFTED BY COM/BIC/OIM/MVWEBBERT/CS/CMP/238

APPROVED BY EB/OCA/CD:EMSACCHET

COM/BIC/OIM/TCMOORE/CMM/238

COM/BIC/OIM/JLBARNES/238

COM/BIC/OIM/AASHENDORF

COM/BIC/OIM/EM/JDOYLE/236

STATE/EA/IMS/ARDORNHEIM (PHONE)

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P 072133Z OCT 76

FM SECSTATE WASHDC

TO AMEMBASSY JAKARTA PRIORITY

AMEMBASSY SINGAPORE

INFO AMCONSUL SURABAYA PRIORITY

AMCONSUL MEDAN

UNCLAS STATE 249923

EO. 11652: N/A

TAGS:BEXP: ID, SN

SUBJECT: PROPOSED CHANGE IN FY 1977 EXHIBITION THEME

REF: (A) JAKARTA 11054; (B) STATE 211538; (C) JAKARTA 4766

1. COMMERCE PROPOSES CHANGE IN THEME FOR AUGUST 1977
USRTC-SUPPORTED OFF-SITE EXHIBITION IN JAKARTA FROM CARGO
AND MATERIALS HANDLING EQUIPMENT AND SYSTEMS TO
AGRIQUIP'77 (MACHINERY AND EQUIPMENT FOR AGRI-BUSINESS
AND FOOD PROCESSING AND PACKAGING).

2. REASONS FOR PROPOSED CHANGE INCLUDE (A) UNFAVORABLE
RESULTS OF FIRST POLL OF FIRMS SOLICITED ON CARGO AND
MATERIALS HANDLING EQUIPMENT THEME AND (B) DIFFICULTY IN
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ASSESSING SIZE OF MARKET BY END-USERS FROM MATERIAL IN

COMPREHENSIVE SURVEY SINCE SURVEY USES SECTORAL APPROACH AND THIS EQUIPMENT NOT IDENTIFIED IN ALL SECTORS. (EMBASSY ACCEPTANCE THIS THEME WAS CONDITIONAL ON RESULTS OF COMPREHENSIVE SURVEY AND FINAL EMBASSY EVALUATION OF MARKET--REF C).

3. OFFICIAL-INFORMAL LETTER FROM GEHRING TO WEBBERT ON SEPTEMBER 22 SUGGESTS POSSIBLE DESIREABILITY OF AGRIQUIP EXHIBITION IN FY 1978. USDOC HAS CONSIDERED VARIOUS SUBSTITUTE THEMES FOR EXHIBITION AND FEELS AGRIQUIP BEST CHOICE FOR PROPOSED EARLY AUGUST 1977 EVENT. MARKET IS SIZEABLE AND GROWING. RESEARCH AVAILABLE IN COMPREHENSIVE SURVEY IS ADEQUATE FOR PLANNING EVENT. ALSO, EVENT WOULD ASSIST IN IMPLEMENTING FY 1977 CCP OBJECTIVES WHICH CALL FOR PRIORITY ATTENTION TO AGRI-BUSINESS OPPORTUNITIES (NON-CAMPAIGN ACTIVITY NO. 3) AND A POSSIBLE EXTENSION OF CAMPAIGN 1, SUGAR INDUSTRY DEVELOPMENT, WHICH CALLS FOR EMPHASIS ON OTHER AGRI-BUSINESS PROJECTS BY MARCH 1977.

4. COMPREHENSIVE SURVEY ESTIMATES IMPORTS OF FOOD PROCESSING AND PACKAGING MACHINERY AND EQUIPMENT WILL GROW FROM 42.5 MILLION DOLLARS IN 1975 TO 82.0 MILLION DOLLARS IN 1980; FOR AGRO INDUSTRIES THESE ARE ESTIMATED TO GROW FROM 7.9 MILLION DOLLARS IN 1975 TO 17.3 MILLION DOLLARS IN 1980, OR AN APPROXIMATE DOUBLING OF COMBINED SECTORS FROM 50 MILLION DOLLARS TO 100 MILLION DOLLARS. U.S. MARKET SHARE OF 18 PERCENT FOR FOOD PROCESSING AND PACKAGING AND 23 PERCENT FOR AGRO INDUSTRIES IN 1975 COULD WELL BE IMPROVED SUBSTANTIALLY THROUGH EFFECTIVE TRADE PROMOTION. USDOC SEES TARGETS FOR EVENT ARE NOT ONLY ADDITIONAL SALES IN NEXT TWELVE MONTHS BUT APPOINTMENT OF AGENTS FOR NEW-TO-MARKET FIRMS WHICH CAN SHARE IN MARKET GROWTH OVER LONGER PERIOD.

5. COMMERCE ALSO PROPOSES DELETE USAQUIP'78 EXHIBITION SUGGESTED FOR JANUARY 1978. REGRET COMMERCE DID NOT MAKE CLEAR THIS WAS PROPOSED AS STANDBY EVENT IN CASE EXHIBITION ON CARGO AND MATERIALS HANDLING WAS NOT UNCLASSIFIED

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FEASIBLE (REF. A).

6. COMMERCE HAS CONSIDERED OTHER ALTERNATE THEMES, PARTICULARLY WOOD HARVESTING AND PROCESSING EQUIPMENT. THIS WAS DISCUSSED WITH DICK SOUSANE BEFORE HIS DEPARTURE FOR JAKARTA TO WORK ON UPCOMING TECHNICAL SALES SEMINAR. SINCE THIS DISCUSSION, HOWEVER, WE FIND THAT THE PROXIMITY OF THE AUGUST EVENT TO THE TIMBER

INDUSTRIES TRADE FAIR SCHEDULED FOR MANILA MAKES IT IMPOSSIBLE TO MOUNT AN EVENT IN JAKARTA IN AUGUST ON THIS THEME. WHILE ORIGINALLY SCHEDULED FOR APRIL 1977 THE FAIR IS NOW SCHEDULED FOR MANILA IN NOVEMBER 1977.

7. IN ORDER TO PROPOSE AGRIQUIP'77 FOR JAKARTA, USDOC HAS HAD TO CANCEL A FOOD PROCESSING AND PACKAGING TRADE CENTER EXHIBITION IN SYDNEY IN AUGUST 1977 AND A RELATED TRADE MISSION. URGENTLY NEED JAKARTA'S CONCURRENCE TO BEGIN PLANNING FOR EVENT. USDOC MOST HOPEFUL THAT EMBASSY CAN CONCUR WITH PROPOSED EVENT ON THIS THEME, USDOC WOULD PLAN TO STRESS PRODUCT LINES TO WHICH EMBASSY ACCORDS HIGHEST PRIORITY AND ALSO ATTEMPT TO INCLUDE SEMINAR IN CONJUNCTION WITH EXHIBITION IF DESIREABLE. ROBINSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 07 OCT 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE249923
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/MVWEBBERT/CS/CMP/238
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760379-0427
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761071/aaaacjkt.tel
Line Count: 132
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 JAKARTA 11054, 76 STATE 211538, 76 JAKARTA 4766
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 11 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 AUG 2004 by barnescd>; APPROVED <17 DEC 2004 by izenbei0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED CHANGE IN FY 1977 EXHIBITION THEME
TAGS: BEXP, ID, SN
To: JAKARTA
SINGAPORE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006